Substitute for form 1449A&B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT *(Use as many sheets as necessary)*				Application Number	10/694,643
				Filing Date	October 27, 2003
				First Named Inventor	Reller, William M.
				Art Unit	4172
				Examiner Name	Colleen A. Hoar
Sheet	1	of	1	Attorney Docket Number	026296-000310US

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Examiner Initials*	Cite No.[1]	Document Number Number Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
/C.H./	AA	US-2006/0212350 A1	09/21/2006	Ellis, et al.	
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Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3] Number[4] Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T[6]
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NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
/C.H./	AE	ROBINSON, S. "Computer Scientists Optimize Innovative Ad Auction", *SIAM News* (2005) 38(3):1-3 [retrieved from the Internet on May 10, 2008 at http://www-static.cc.gatech. edu/~vazirani/adauction.pdf>]	☐
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Examiner Signature	/Colleen Hoar/	Date Considered	01/13/2009

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